



Staff Report for Special Exception
S 11-91
509 Falls Street
5.19.2011

Applicant: Hunter Moss

Owner: Jural Partners, LLC

Subject Property Address and Tax Map Numbers: 509 Falls Street; Tax Map # 0069000200200

Nature of Request: The Applicant requests a Special Exception to establish a 'Nightclub / Bar' (Downtown 'Dog' Bar) upon an abandoned bank site.

Applicable Sections of the City of Greenville Code of Ordinances:

Sec.19-2.1.3 (A) (1), *Board of Zoning Appeals/Powers and Duties/Special Exceptions*

Sec.19-2.3.5, *Special Exception Permit*

Sec.19-3.2, *District Descriptions*

Sec.19-4.1, *Table of Uses*

Staff Analysis:

The Applicant proposes to convert an abandoned bank (with drive-thru) into a "Bar" and to utilize the parking and circulation area as a "dog park". The 'Future Land Use Map' of the Comprehensive Plan designates this area as "Mixed Use City Center" and suitable for the characteristic core, mixed uses generally associated with CBD's. The site is located within the *Downtown Greenville Master Plan* although the *Plan* does not specifically address the subject site. The site is designated 'C-4', *Central Business, District*.

Staff suggests the following with respect to the standards required for granting a Special Exception:

- ***The Use Is Consistent with the Comprehensive Plan(s):*** The use appears to be consistent with some of the principles and desired outcomes of the Comprehensive Plan. These include:
 - Encourage a mixture of uses.
 - Create safe, walkable spaces and accessible destinations.

The "Mixed Use City Center" designation of the Comprehensive Plan is intended:

"to preserve a pedestrian oriented downtown by accommodating a unique, high-intensity, mix of office, service, retail, entertainment, cultural, government, civic, and higher-density residential uses. All development should be compatible with the existing and historic built-environment and with nearby residential uses."

The prevailing zoning district designation is 'C-4', *Central Business, District*. The purpose of this District is:

"...intended to preserve downtown Greenville as the city's center accommodating a unique, high-intensity mix of office, service, retail, entertainment, cultural, government, civic, and residential uses. The intent of the district is to preserve and encourage

pedestrian-oriented development, including specialty and neighborhood-oriented retail and higher density residential options. District uses and standards are also intended to encourage future development in a manner compatible with the existing and historic built-environment and with nearby residential areas.”

Staff concludes that the proposed use is consistent with some aspects of the Comprehensive Plan; however, we conclude that **the design of the proposed use is inconsistent with the high density, high-intensity urban form of the CBD.** While the proposed use is unique and appealing, its location is incompatible with its surroundings and the uses permitted within the District.

- ***The Use Will Comply With the Use Specific Standards:*** There are no use specific standards within the LMO; however, the Applicant will be required to comply with the prevailing standards of the State Alcoholic Beverage Control ('ABC') Act.
- ***The Use Is Compatible with the Character of Surrounding Lands:*** While mixed uses characterize the Downtown, adjacent uses consist primarily of offices; the vacant Postal facility adjoins the site. The “dog park” component of the proposal (which includes the extensive use of the property as outdoor play and exercise area for owners and their pet dogs) includes characteristics that are incompatible with the other neighborhood uses. Of particular concern is the need to encircle the property with fencing, the design of which must be approved by the Urban Design Panel of the Design Review Board (the Applicant proposes “chainlink” fencing).

Staff concludes that the proposed use is **incompatible** with the character of the surrounding area.

- ***The Design Does Not Have Substantial Adverse Impact:*** It is reasonable to expect some adverse impacts associated with the subject use vis-à-vis service delivery, parking and loading, odors, noise, glare, vibration, etc. toward the neighboring properties. While several of these impacts are neither new, unique, or foreign to the area, the two of concern are odors and noise. Barking dogs, especially on a continuing basis, will disturb the peace of some people. Odors may accumulate and project beyond the boundaries of the property. Additionally, the property has no storm drainage outfall; the property (which is virtually impervious) drains to the Postal facility parking lot where it continues overland unimpeded. This will increase the likelihood of animal waste exiting the property; while solids can be managed, there is little that can be done about liquid waste.

Staff concludes that the proposed use and design **will have substantial adverse impact** upon surrounding lands.

Staff Conclusion: Staff concludes that the Application is inconsistent with the standards for granting a Special Exception Permit.

Application # S 11-91 Fees Paid _____
Date Received: 4-19-2011 Accepted by mam
Date deemed complete _____ App Deny Conditions



APPLICATION FOR SPECIAL EXCEPTION CITY OF GREENVILLE, SOUTH CAROLINA

APPLICANT/OWNER INFORMATION

	APPLICANT	PROPERTY OWNER
NAME:	<u>Hunter Moss</u>	<u>Jural Partners LLC</u>
ADDRESS:	<u>20 Howe Street #11</u> <u>Greenville, SC 29601</u>	<u>44 East Campground Way</u> <u>Greenville, SC 29601</u>
PHONE:	<u>864-387-9851</u>	<u>864 242 8255</u>
FAX:	_____	_____
EMAIL:	<u>shotbyhunter@yahoo.com</u>	<u>chall@wyche.com</u>
SIGNED:	<u>Hunter Moss</u>	<u>C. Hall</u>
DATE:	<u>4-12-11</u>	<u>4/18/2011</u>

PROPERTY INFORMATION

STREET ADDRESS: 509 Falls Street, Greenville SC 29601
DEED BOOK/PAGE 2377 / 2934 RECORDED DATE _____
TAX PARCEL #: 0069000200200
ZONING DESIGNATION: C-4 central business ACREAGE .523

REQUEST

CODE SECTION AUTHORIZING SPECIAL EXCEPTION: 19-2.3.5
DESCRIPTION OF
REQUEST: _____

1. The proposed special exception is consistent with the comprehensive plan because it is located in the central business district, which is the heart of downtown, has many people living and working in the immediate area, and is very pedestrian friendly. When people visit Falls Park and walk over Liberty Bridge, we want them to continue walking up Falls Street to the Downtown Dog Bar and enjoy themselves, instead of just getting to the end of the bridge and turning back around. Our goal is to give people a reason to explore other nearby areas downtown and to expand falls park as well as bring people beyond main street and ultimately make Falls Street an additional known entrance point to the Park.

3. The request is appropriate for its location because it is very near the center of downtown. The location is just a street over from main street, is highly compatible with the surrounding land, and is an excellent destination location near Falls Park. With the beautiful weather that has just arrived, thousands of people can be found enjoying the day just steps away from this location. Our goal is to attract some of these people to walk a little off the beaten path, resulting in property values increasing if anything at all.

4. We feel that this request will compliment any land near our location and provide an added value of exposure to the other businesses. It will give people the opportunity to experience and explore a portion of downtown Greenville, that they might not know previously existed. The location is in close proximity to Falls Park and Cleveland Park, and both can be accessed with ease by foot, bike, or car. The gated fence surrounding the dog park lets the dogs run off leash and the owners, as well as other pedestrians, feel comfortable that both they and the dogs are safe. It will increase the visual impact and foot traffic of the area by adding action and excitement, as well as people and pets, to a site that currently just contains an empty building and parking lot. We want to offer a healthy, mainly vegetarian menu that incorporates local produce as often as possible. We also want to have as close to 0% waste as possible, which will be achieved thru: recycling our beverage cans, composting food scraps, dog waste, and paper products in Odorless Compost Bins, and then, donating that composted soil back to the local farms in which we obtain our food. There will be some occasional barking, but the few nearby businesses will be closed by the time a majority of our business will be conducted. The Bowater building is pretty insulated against noise to our right, there is a parking lot behind our location, a former postal building that is no longer operable to our left, and a video company directly in front of our location that we share the parking lot with. Odor will not be a problem because we will use Odorless Compost Bins to put the pets waste in as well as our food scraps. We don't believe that it will be in

opposition to any surrounding business or land, and only provide added value and exposure to them.

Business Plan for Downtown Dog Bar

Company Description:

Downtown Dog Bar offers a unique parkside paradise for people and their pups! We give people the opportunity to enjoy the company of their friends, family, and furry companions, while grabbing a healthy snack or cold beer in an outdoor setting.

Mission Statement:

Downtown Dog Bar provides a place in the immediate downtown area where people of all ages are welcome to come and enjoy themselves and the beautiful weather in a parklike setting that is both human and animal friendly. If you've had a long day and just want to relax, but feel bad about leaving your four legged companion alone all day, we provide an outlet for you both to unwind, socialize and enjoy yourselves. All dogs are welcome, as long as they are well behaved and are up to date on all of their vaccinations. There is a lifetime membership fee of \$10 for each dog, that you can pick up on your first visit upon bringing your pet's records with you. The gated fence surrounding the dog park lets the dogs run off leash and the owners feel comfortable that they are safe. The place also can be reserved for dog birthday parties, private functions, & fund raisers to benefit local rescue groups.

Development & Status:

The idea for Downtown Dog Bar was conceived by a group of friends having lunch after church one beautiful Sunday afternoon. The group noticed how many people were out and about town having lunch and drinks w/ their dogs. They also realized that there wasn't really a dog friendly place for them to go. One of the members had previously lived in Charlotte, N.C. and started talking about a place called The Dog Bar and how he and his wife would frequent it with their pup. The group kind of just bounced around some ideas and half jokingly thought about opening one here. After living in the immediate downtown area for over 5 years and experiencing first hand the amount of people and pets that are out and about, one of the members who really loved dogs and beer, became serious about the idea, and started researching the potential. An LLC plans on being formed in May of 2011 upon approval of the idea and site by the city zoning department. A great deal of time has been spent on market research; demographics, the number of people living and visiting the downtown area, number of businesses, people and animals that would benefit from the service, as well as surveying potential clients and business prospects to see if there was an actual need for the services that we provide. Research concluded that Greenville's Downtown size, design, and layout, would be a perfect fit for offering this one of a kind concept that adds a unique destination and gives people a reason to continue walking across the Liberty Bridge... or adds an additional entry point to enter Falls Park.

Future Plans:

Future plans that we would like to implement upon approval from the city are adding some outdoor amenities to help keep both our human and furry clientele comfortable during their time spent with us. We would like to include synthetic turf grass for the animals to enjoy as well as a small outdoor fireplace and rock water fountain.

Industry Analysis:

We observed the fact that there are over a thousand businesses, several apartment and condominium complexes, plus thousands of homes; all within in a two mile radius of the heart of downtown Greenville, South Carolina. Out of the 100 plus restaurants in the area, not one of them caters to animals and their owners specifically. People love being outside and are very active in this area and can be constantly seen walking around downtown w/ their pet. Downtown Dog Bar feels that the need has already been established for our multi-faceted services and that it would enrich the lives and provide a valuable and unique amenity to the people living, working, or visiting in the downtown area.

The Target Market:

The market for our Dog Park Bar include the people living, working, or visiting the downtown area. This includes any and all dog lovers as well as families.

Market Trends:

Greenville has exploded with excitement in the recent years. The development of Falls Park and the Drive baseball team brings people from all around to the heart of downtown. There have been numerous building projects including: The recently revamped Poinsett Hotel, The Hampton Inn Hotel, The Marriott Courtyard, Fluor Field and surrounding condos, Publix, Staples, and McBee Station apartments, enabling and giving a multitude of people a reason to come to the area. A revitalizing of Greenville's West End, as well as an economy that seems to be somewhat shielded from the current economic environment. Just taking a stroll down main street and looking in the many restaurants or event sites are evidence of the economic activity. The area has been receiving recognition from various websites and publications recently, and in April of 2011 was ranked No. 1 among fDi Magazine's "micro cities of the future". It has been prominently advertised on Re-Locate America's website and has gained national exposure from local cyclist George Hincapie, and Professional Golfers Lucas Glover, Jay and Bill Haas. The American Planning Association named Main Street one of the Top 10 Great Streets in America. Forbes recently named Greenville one of the top five cities to weather the economic downturn as well as in the top 20 America's Best Bang-For-The-Buck Cities. And in March of 2010, Greenville was featured in a large spread in U.S. Airways In-Flight Magazine, which reached over 5 million people. This company feels and expects that Greenville will continue to steadily grow and the market for outdoor pet friendly environments will continue to grow with it.

The Competition:

There are plenty of restaurants in the immediate downtown area that we will be competing against. However, there is not a single one that allows, as well as caters to, people and their pets. Downtown Dog Bar, is located a little off the beaten path, but we feel that it is a destination locals will be sure not to miss. We also want to give people a reason to continue on walking over the Liberty Bridge instead of just walking to the end and turning around to go back up to main street. We want to expand Falls Park and bring people and pets to Falls Street and provide not only a new destination, but entry point to the park.

Competitive Strategy:

Being from the area, many contacts have been acquired over the years and relationships have been built that will last indefinitely. We feel there is plenty of business for all the restaurants in the area, but no other restaurant/bar competition is offering the type and quality of services that we are providing. We set ourselves apart from our competition by offering a unique place that functions as a restaurant, bar, dog park, in an indoor/outdoor environment.

Marketing Plan & Sales Strategy:

Market Penetration:

A website and Facebook page will be created and will provide viral marketing. Links to our website from the websites of businesses that we will be working with will also help drive people to our site resulting in business generated for both companies. The many relationships that have been developed over the years from growing up in the area will help provide word of mouth advertising and the many satisfied customers that we will have, will happily let their friends know about our services.

Operations:

Facilities & Offices:

The business will be located at 509 Falls Street. Just a block off main street and right near falls

park.

Hours of Operation:

Our hours are Tuesday thru Sunday 11 a.m. until 12 a.m.

Employee Training & Education:

Employees will be trained not only in their specific operational duties but in the philosophy and applications of our concept as well. They will have to meet all criteria as set forth by the city. They must be courteous, have a neat appearance, and be knowledgeable about the business and city in which they are conducting business.

Long Term Development:

Goals:

Downtown Dog Bar is an innovative and unique concept that targets a growing market. The concept has been proven effective in other similar areas and we believe that the market here in Greenville, will respond and grow quickly. Our goals are to create a unique place in the downtown area that allows for people to bring their pets and for both to enjoy themselves. We want to offer a healthy, mainly vegetarian menu that incorporates local produce as often as possible. We also want to have as close to 0% waste as possible, which will be achieved thru: recycling our beverage cans, composting food scraps, dog waste, and paper products used in serving, and then in turn donating that composted soil back to the local farms in which we obtain our food. We chose a name that did not limit us to a certain area and allows for nation-wide growth. We plan on using Greenville, South Carolina as a launch pad and working model for many successful Downtown Dog Bars in many cities and states throughout the nation and eventually franchising the concept.

Sample Idea of a Menu in the works (upon approval from DHEC about concept)

Hummus & Pita Chips

Fruit Smoothies

Peanuts & Popcorn

Wraps

Vegetarian Items

Veggie Burgers, Hamburgers, & Hot Dogs on the Weekends (outdoor grill)

Cheese & Crackers

Vegetables & Dip

Dehydrated Fruit/Vegetables

Rice & Beans

Chips & Salsa

Cookies

Ice Cream

Beer, Wine, Juices, Coconut Water, Soft Drinks

Sample idea of some Events

Live Music on Friday's and Saturday's

Fundraisers for local animal shelters

Dog birthday parties

Dog adoption parties

Private Parties

Social Events

Outdoor games

Movie & Sporting Event Nights

Single's Mingle Nights
Professional Dog Trainer Q&A's & training classes

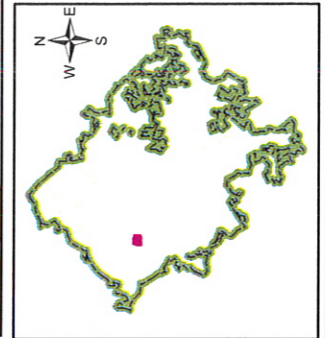


City of Greenville, S.C.

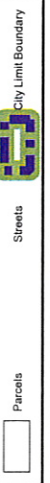
509 Falls Street - Aerial Photo



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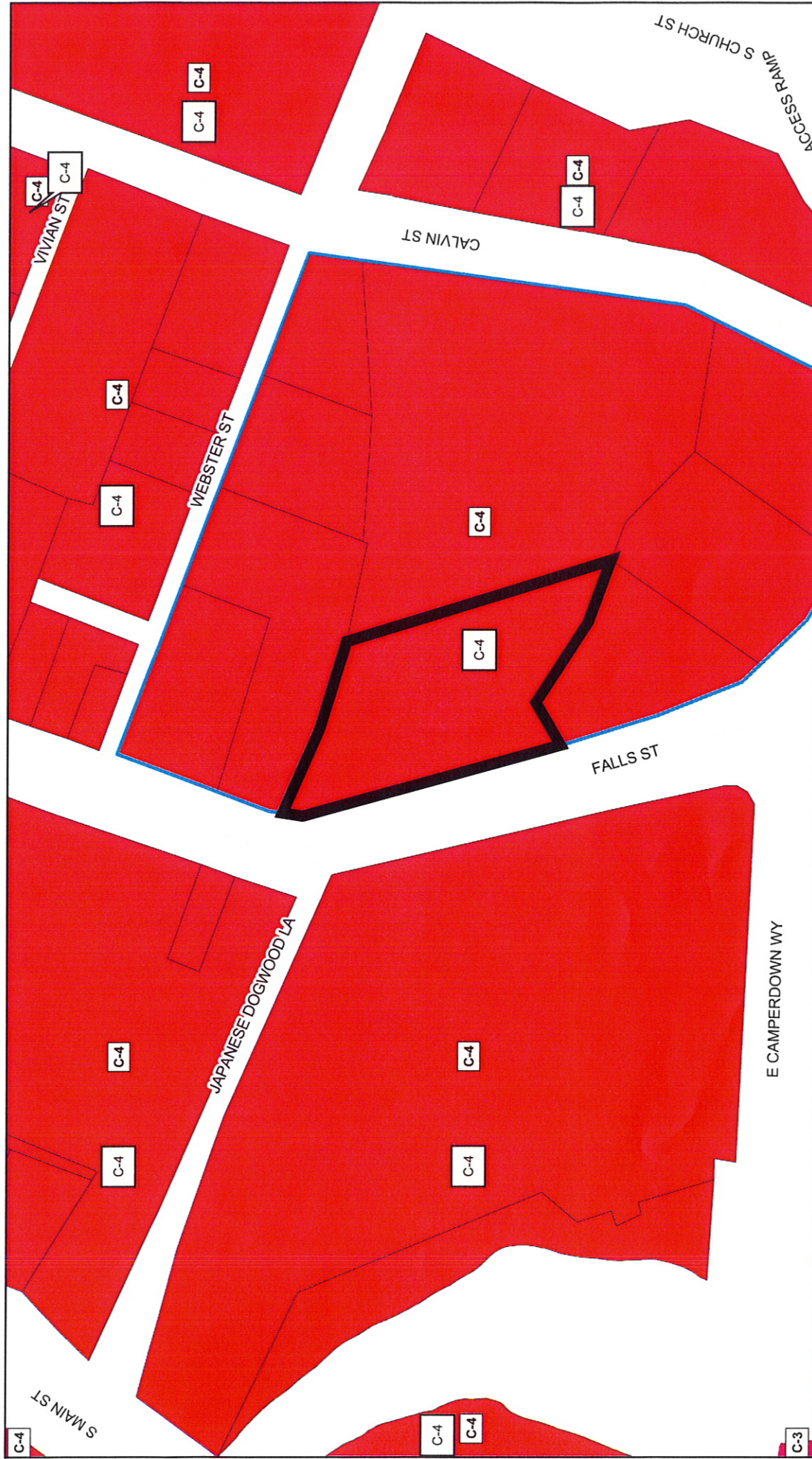
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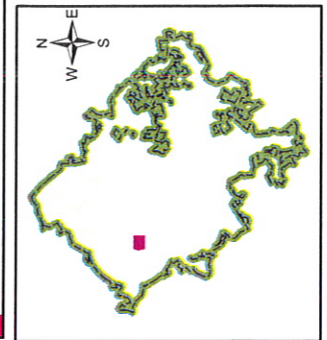


City of Greenville, S.C.

509 Falls Street - Existing Zoning



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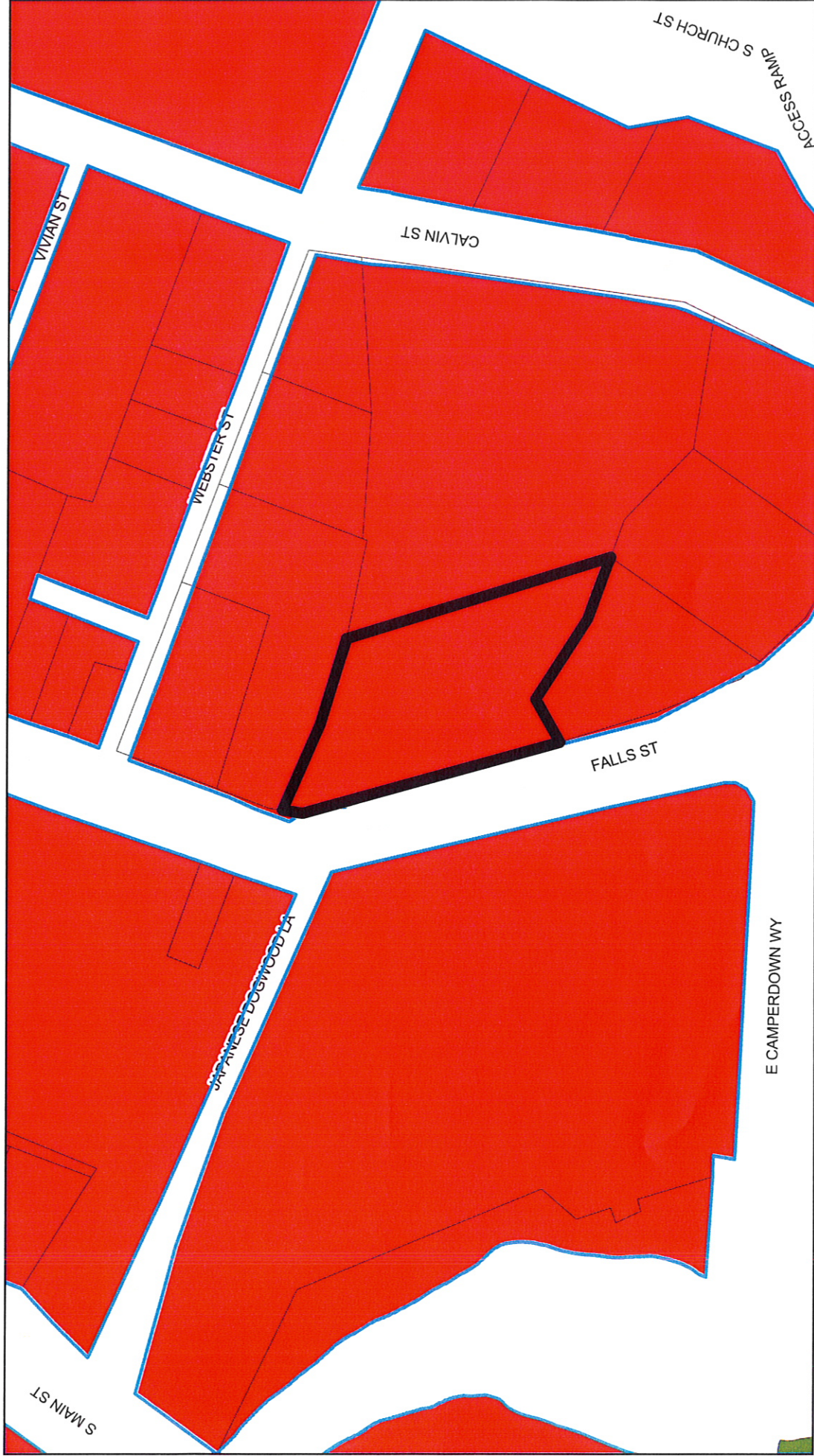


Parcels	Streets	Railroads	City Limit Boundary
Zoning			
C-1	C-2	C-3	C-4
RM-1	RM-1.5	RM-2	
C-1N	RM-3	RM-4	RM-7.5
I-1	S-1	OD	PD
OS-C	RDV		
POD			



City of Greenville, S.C.

509 Falls Street - Future Land Use



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